

**National Network of Libraries of Medicine
Pacific Northwest Region**

Region 6

Annual Report

May 1, 2006- April 30, 2007

University of Washington

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Executive summary

Personnel: Two longstanding staff members, Maryanne Blake and Linda Milgrom, have reduced their hours to half-time, beginning Year 01 of the 2006-2011 contract. Andrea Ryce, hired in August of 2005, completed orientation to her position as Resource Sharing/Network Coordinator, as Susan Barnes completed the transition to her new position as Assistant Director, Outreach Evaluation Resource Center. A new technology outreach position description was approved and recruitment efforts began.

Membership: We developed an online membership application and determined a way to use the DOCLINE structure to record information about services provided by our community-based organizations and our other non-library members. We also conducted a systematic review of data components within DOCLINE system – this affects Membership directory and ultimately the accuracy of Network data, thus affecting the ability of Network members to communicate with one another. Resource Library agreements were sent to 9 libraries. All libraries returned their agreements.

RAC: Appointments were made to the Regional Advisory Council, which is comprised of two committees: Regional Advisory Committee for Network Services and Health Professional Outreach; and Regional Advisory Committee for Consumer Health and Community-based Outreach Programs. Every effort was made to achieve geographic balance and distribution across types of library, health professional groups and the public. Constituency on each committee is available at: <http://nnlm.gov/pnr/rac/Consumer-RAC.html>; and <http://nnlm.gov/pnr/rac/Consumer-RAC.html>.

Advocacy: Advocacy efforts involved several different types of activities. PNR conducted a site visit tour of southern Idaho network members in July, visiting 8 network members, including a resource library. Another trip to Spokane in April resulted in 3 site visits and participation in the Inland Northwest Health Sciences Libraries meeting. Acknowledging Medical Librarians Month in October, we developed a letter from Director Sherri Fuller to hospital administrators about the value of library services, and offered to send it, at the request of library network members. There were 18 requests from hospital libraries in the region. We also nominated three hospital librarian projects for NLM to highlight during National Medical Librarians Month. The NN/LM PNR Lending Library added 23 new titles via NetLibrary. The titles in the NetLibrary collection are accessible online, anytime and anywhere. The text is not downloadable, but pages from the titles can be printed, page by page, and sections of text can also be copied and pasted. The NetLibrary collection includes titles in marketing, evidence-based medicine, evaluation, and licensing and copyright, to name a few. Between October 2006 and April 2007, there were 690 hits on the NetLibrary.

Communication: Maryanne Blake unveiled a new series of web-based presentations and discussions for network members, called “RML Rendezvous”. The premier “at your desktop” meeting, on April 18th, featured guest speaker, Susan Barnes, Assistant Director, Outreach Evaluation Resource Center (OERC). Susan’s brief, high-altitude overview discussed approaches to demonstrating a library’s value through program planning and evaluation tools.

Staff strategized a communications and education effort to inform Network member libraries in Washington State about a recent bill passed to fund improved access to health care and information. The bill directs the University of Washington to provide selected online evidence-based resources for licensed health care professionals, beginning January 2009. Eligible health care professionals will pay an increased annual licensing fee to fund the benefit. Librarians will be able to access the resources and extend their training and services to assist eligible health

care professionals in becoming knowledgeable about using the resources for evidence-based care.

An internal marketing committee designed and oversaw the printing of a regional brochure to make current and potential Network members aware of our services. Copies of the brochure will be sent to all Network members and distributed through exhibits at local and regional meetings. Additional copies will be available for Network members to distribute to the communities they serve. The brochure includes a one-page insert listing each PNR staff member, with their photo, contact information and area of focus.

Funding: Agreements were finalized with Idaho State University, University of Alaska Anchorage, and Oregon Health & Science University via a Memoranda of Understanding (MOU) for designated state-wide outreach and network development in their states.

Funding opportunities were announced at several times during the contract year. We received 8 proposals and funded 3 subcontracts at \$25,000 each for community and health professional outreach projects in Washington and Montana. In addition, seven proposals were submitted for Express Outreach Awards, of which three projects received \$12,000 awards. Three very interesting planning and assessment projects were also awarded during the year, and 3 training and exhibit awards.

Program Evaluation: With input from the OERC, other RML staff and pilot reviewers, Maryanne Blake developed and conducted a web-based survey to assess the needs and assets of the network members of the NN/LM PNR. Survey results will help to refine RML program planning and provide baseline data to measure the effectiveness of these programs.

PNR site: In November and December usability testing of the site began with facilitation from the American Institutes of Research. Patricia Devine and Maryanne Blake participated in planning teleconferences and submitted questions geared towards non-librarian (CBO) users for the second round of usability tests. Based on the results of the usability tests and recommendations received, we performed a major audit of our web pages and designated which should be archived as part of site redesign process. We revamped our home page, adding a "News and Announcements" box with feeds from our blog. We revised the Quick Links to make them more useful, and we made the Promotional Materials link more prominent. We added clarifying information to the EFTS page, and we changed the format of the funding page and the index to the state pages.

Outreach and collaboration: Linda Milgrom and Maryanne Blake made a site visit to Idaho State University (Pocatello, ID) to meet with investigators of the express outreach project, "Outreach Program to Underserved Speech Language Pathologists and Audiologists in Southeastern Idaho." We hope to use findings and curriculum developed by this group in other states in the region. Also, since PNR will be working with the American Speech Hearing Language Association on a continuing basis, it was helpful to get insights into organizational structure

The 2006 Health Ministries Association conference was held in Durham, NC on June 22-25. As for the 2004 and 2005 annual conference, Gail Kouame attended as an exhibitor representing NLM. Several people recognized her from the previous two conferences. Karen Hajarjian at NLM also attended the conference to develop contacts for an NLM-initiated project focusing on faith community nurses. She and Gail met with Peggy Matteson, who was then the President of the Association, to discuss future collaboration possibilities. Another outcome from this meeting

was a referral by Gail to Siobhan Champ-Blackwell, based on a request from the Association of College Health for KS, NE, and MO for an NN/LM presence at their annual conference.

Roy Sahali led an initiative to partner with Montana State Library, developing tailored marketing materials to use in conjunction with the Library's "What's your Story? Find it at the Library!" campaign <http://msl.mt.gov/WhatsYourStory/home.htm>. As lead staff on the marketing committee, Roy worked with other PNR staff to identify and promote an outreach role for medical librarians. In partnership with network hospital librarians in Montana, the committee produced a flyer to distribute to Montana public librarians, listing local health librarians (called Montana Regional Medical Librarians) that can be called on (by other network members or community organizations) for health information support.

Network infrastructure

TABLE 1. Annual infrastructure data

	Current year	Previous year
Network members – full	151	NA
Network members – affiliate	212	NA
Libraries providing services to unaffiliated health professionals	98 (65%)*	NA
Libraries providing services to public users	110 (73%)	NA
Average fill rate for resource libraries	839	NA

* Include in parentheses the percentage of full Network member members providing services to unaffiliated health professionals and public users. This can be computed as:

% providing services = (count of libraries providing services)/(count of full Network members)

Regional emergency preparedness planning

Cathy Burroughs was invited to attend the Seattle Alliance for Response Forum, which brought together representatives of cultural institutions and emergency managers and first responders to initiate a dialog, share best practices and resources for disaster planning, and explore how partnerships can improve local response.

Cathy also participates on the committee for the NN/LM emergency preparedness and response project collaboration. She attended the National Emergency Preparedness National Collaboration Project Core Member Planning Meeting at UCLA on February 1-2, 2007.

Gail Kouame was appointed to serve as the lead coordinator related to emergency preparedness planning activities in the PNR. Gail began promoting the "Hot Topics in Emergency Preparedness" webcast series hosted by the Northwest Center for Public Health Practice. These are monthly webcasts, and Gail arranges for the UW Health Sciences Library to have a "seat" in the webcast for relevant topics.

Identifying unique and historical collections

No progress was made; we are still awaiting direction from NLM.

E-licensing

Publications about licensing were identified and made available to the region through the lending library. Maryanne Blake was on the continuing education committee for the joint MLA Western Chapters annual conference. The committee identified and arranged for a well received CE class about e-licensing by PNR network member, Diane Carroll.

Issues and needs for support in e-licensing were discussed, as appropriate, at state and regional health library association meetings. Also, the network survey, conducted at the end of Year 1, included questions about needs for e-licensing training and support.

EFTS

EFTS members have increased 28% in Y1. We have promoted EFTS by publishing articles in the regional newsletter about EFTS developments. In addition, libraries new to EFTS have made their own announcements about joining EFTS via the regional listserv. EFTS was also promoted at 2 state health science library association meetings this year.

Outreach

- Major (\geq \$15,000) projects funded in contract year: 3

Expanding Digital Library Services to Public Health Professionals in Western Washington

Public Health - Seattle & King County, Seattle, WA, Ann Madhavan Project Director, Jan 07 – Jun 08

Public Health - Seattle & King County (PHSKC) will expand and extend its Digital Library services to underserved Western Washington public health professionals by surveying information needs and identifying local health jurisdictions with which to collaborate, then developing library resources tailored to these groups. Participating jurisdictions will have access to their tailored resources via PHSKC's Digital Library, and will be trained on how to find and access evidence-based public health information.

Web-Based Immunization Information Resource Library Project

Healthy Roads Media, Bozeman, MT, Mary Alice Gillispie Project Director, Jan 07 – Mar 08

Written vaccine information statements (VIS) covering most common child and adult immunizations will be developed into enhanced English and Spanish formats, including audio, multimedia, and Web-based video. In addition to full-content enhanced versions of the statements, shorter versions covering key concepts will be developed for each vaccine, for busy clinical settings where a 5-minute patient education presentation is more practical. Materials will be evaluated in local immunization clinics.

Information Rx for Cascade County

Great Falls Public Library, Great Falls, MT, Susie McIntyre Project Director, Jan 07 – Sep 08

Great Falls Public Library will partner with community-based health organizations, the local public health jurisdiction and the Great Falls Clinic to help the citizens of Cascade County make more informed health care decisions, focusing on health literacy improvement and utilizing Information Rx program materials from the National Library of Medicine/American College of Physicians. Health literacy and information skills training will be offered and a Health Commons Website will be developed.

- National exhibits conducted by RML: 6

Dates	Organization name	Meeting name	Location (city, state)
RML NATIONAL EXHIBITS			
05/01/06 - 05/05/06	American Society of Neuroradiology	Annual Meeting	San Diego, CA
06/22/06 - 06/24/06	Health Ministries Association	Annual Conference	Durham, NC
06/23/06 - 06/27/06	American Library Association	ALA Annual Meeting	New Orleans, LA
10/29/06 - 10/30/06	Association of American Medical Colleges	Annual Meeting	Seattle, WA
11/5-11/8/07	American Association of Homes and Services for the Aging	Annual Meeting	San Francisco, CA
04/18/07 - 04/22/07	American College of Physicians	Internal Medicine 2007	San Diego, CA

- National exhibits conducted by subcontractors: None
- Regional/state/local exhibits conducted by RML: 6

RML REGIONAL/STATE/LOCAL EXHIBITS			
05/04/06 – 05/05/06	Montana Library Association	Annual Conference	Missoula, MT
09/28/06 – 09/29/06	Northwest AIRS	Bi-annual meeting	Boise, ID
10/16/06	PNC/MLA – Western Chapters	Annual Meeting	Seattle, WA
02/23/07 – 02/25/07	Western Region EMS	Annual Conference	Ocean Shores, WA
03/20/07 – 03/22/07	Rural Health Association	NW Regional Rural Health Meeting	Spokane, WA
04/25/07 – 04/28/07	Montana Library Association	Annual Meeting	Helena, MT

- Regional/state/local exhibits conducted by subcontractors: 5

SUBCONTRACTED REGIONAL/STATE/LOCAL EXHIBITS			
10/05/06-10/06/06	Idaho Library Association	Annual Conference, "Libraries and all that Jazz"	Moscow, ID
10/23/06-10/24/06	Oregon Public Health Association	Oregon Public Health Association Annual Meeting	Corvallis, OR
12/04/06-12/06/06	Alaska Health Summit	24th Annual Conference	Anchorage, AK
02/22/07-02/25/07	Alaska Library Association	Annual Conference	Juneau, AK
04/18/07 – 04/20/07	Oregon Library Association	OLA Annual Meeting	Corvallis, OR

- Courses developed/updated by RML staff

Measuring Your Impact: Using Evaluation to Demonstrate Value - updated by Maryanne Blake and Susan Barnes.

"When PubMed Is Not the Answer" – developed by Maryanne Blake

"Web-Based Resources to Support Your Health Ministry" – developed by Gail Kouame for the Parish Nurse Preparation Course at Carroll College

Online version of "From Snake Oil to Penicillin" - developed by Gail Kouame

TABLE 2. Site visits

Date	Last name of RML staff responsible	Institution	Location (city, state)	Topics addressed
7/9/06	Milgrom	Center for Public Health Nutrition, University of Washington	Seattle, Washington	Partnership and outreach funding opportunities
07/11/06	Milgrom	Community Health Library, Kittitas Valley Community Hospital	Ellensburg, Washington	Ceremony - Washington State winner of NCLIS award
7/25/06	Fuller, Burroughs, Milgrom, Ryce	Eastern Idaho Regional Medical Center	Idaho Falls, Idaho	Community and public health outreach
7/25/06	Fuller, Burroughs,	Portneuf District Library	Chubbuck, Idaho	Idaho state winner of NCLIS award

	Milgrom, Ryce			
7/25/06	Fuller, Burroughs, Milgrom, Ryce	Idaho State University, Eli M. Oboler Library	Pocatello, Idaho	Outreach, funding, proposed project to speech-language- hearing disorder specialists
7/26/06	Fuller, Burroughs, Milgrom, Ryce	College of Southern Idaho	Twin Falls, Idaho	Docline, resource sharing
7/26/06	Fuller, Burroughs, Milgrom, Ryce	St. Luke's Magic Valley Regional Medical Center	Twin Falls, Idaho	Library service to health professionals, outreach.
7/26/06	Fuller, Burroughs, Milgrom, Ryce	Healthwise	Boise, Idaho	Health informatics
7/27/06	Fuller, Burroughs, Milgrom, Ryce	St. Alphonsus Regional Medical Center	Boise, Idaho	Library service to health professionals, outreach.
7/27/06	Fuller, Burroughs, Milgrom, Ryce	St. Luke's Regional Medical Center	Boise, Idaho	Library service to health professionals, outreach.
7/27/06	Fuller, Burroughs, Milgrom, Ryce	Boise State University	Boise, Idaho	Docline, resource sharing, outreach
7/28/06	Burroughs	Idaho Commission for Libraries	Boise, Idaho	Training for public librarians
2/20/07	Milgrom	Washington State Patrol Crime	Seattle, Washington	PubMed training for new librarian
3/9/07	Kouame	African Americans Reach and Teach Health Ministries	Seattle, Washington	Benefit dinner
4/19/07	Kouame and Sahali	Port Townsend Public Library	Port Townsend, Washington	Funding opportunities for community outreach
4/19/07	Fuller, Burroughs, Blake, Ryce	Spokane County Medical Society	Spokane, Washington	Portal for e-access to resources by physicians, community outreach
4/19/07	Fuller, Burroughs, Blake, Ryce	Washington State University Spokane – Riverpoint Campus	Spokane, Washington	Potential MOU agreement

Web site use

MONTH	Unique visitors (Total Visits)	Total Page Views (Total Pages)
May 2006	50403	155393
Jun 2006	43779	130845
Jul 2006	36335	104038
Aug 2006	30837	103867
Sep 2006	33961	164956
Oct 2006	37256	323391
Nov 2006	31392	211722
Dec 2006	31547	78667
Jan 2007	32392	83077
Feb 2007	31093	76451
Mar 2007	38541	96511
Apr 2007	37415	105096

